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February Digital Issue 2016

TVC

Digital magazine

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Best Practice Full Coverage

**TVC Member/
Owner Patricia Grinnell
uses a thorough
combination of screenings
and vaccinations to
combat Lyme disease**





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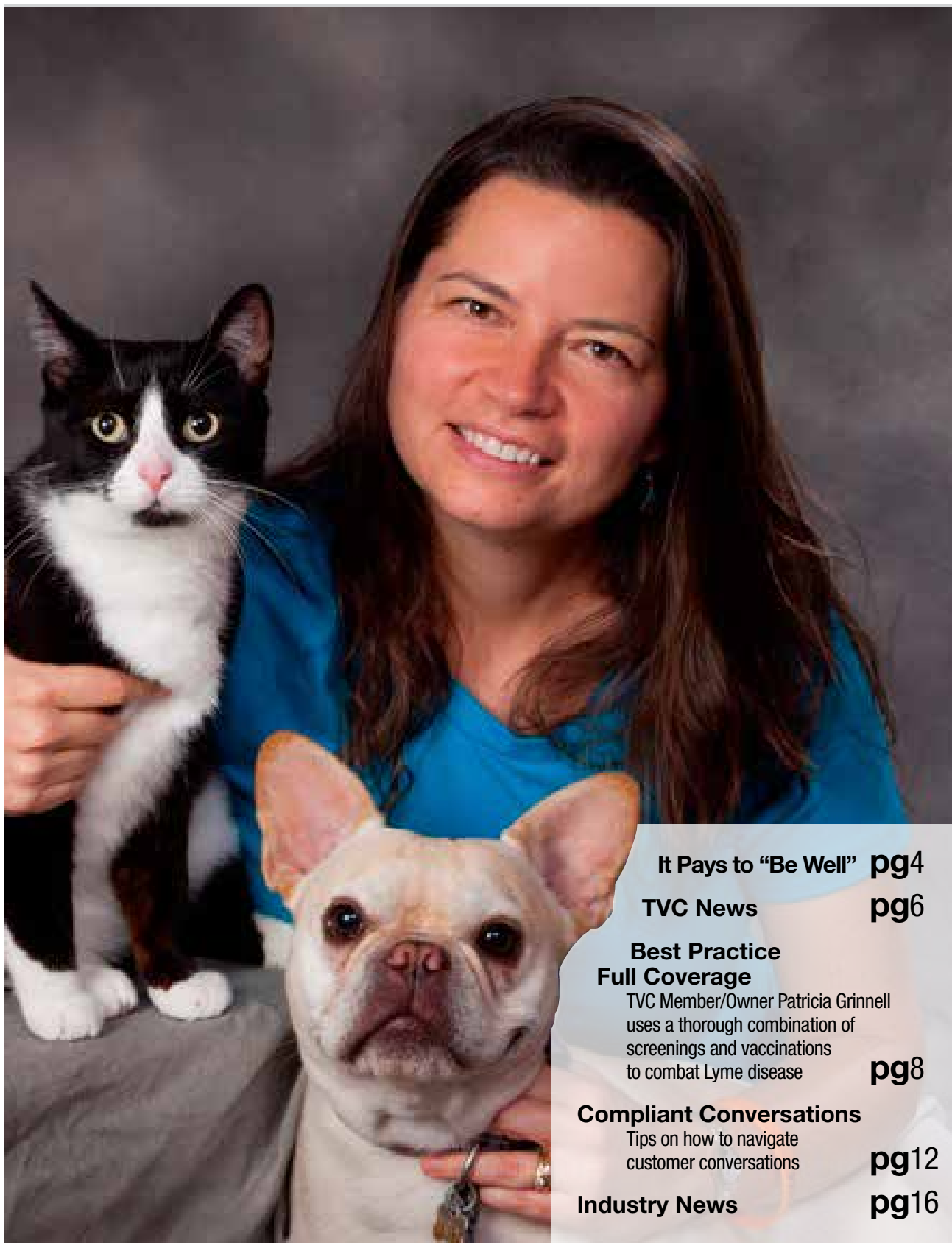
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Since 1976

CAUTIONS: For topical use on dogs, cats and horses. Avoid contact with eyes. If eye contact occurs or skin irritation develops, rinse thoroughly with water, discontinue use and consult your veterinarian. Available through licensed veterinarians only.

¹ Reference on file, Bayer.

² Cole LK, Liu DH, Rajala-Schultz PJ, et al. (2006). *In vitro* activity of an ear rinse containing tromethamine, EDTA, and benzyl alcohol on bacterial pathogens from dogs with otitis. *Am J Vet Res*. 67:1040-1044.

³ Brunson EL, Weller PJ. (1994). Benzyl Alcohol. In: Wade, A. and Weller, PJ. eds. *Handbook of Pharmaceutical Excipients*. 2nd ed. Washington: American Pharmaceutical Association, 35-37.



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It Pays to “Be Well”

By Allison Morris, Vice-President of Member Experience

The Veterinary Cooperative queries its members/owners so we can offer programs that are a priority to them. In a recent survey, we found that 23 percent of our member/owner clinics offer a program that addresses wellness, but 69 percent would like to offer such a program, bringing the total up to 92 percent of veterinarians showing interest.

In addition, almost 20 percent of members/owners report losing business to competitive clinics that offer wellness programs. The number is probably much higher, as this is tough to measure.

With a subscription, clients don't have to worry about facing a big bill all at once for exams, vaccines, medications, preventives and so on. The subscription has already covered those expenses and encourages clients to access timely care for their pets.

With this in mind, TVC has created a solution in which everyone – doctor, client and patient – wins. In February, TVC will launch the BeWell Pet Club™, a comprehensive wellness and insurance program.

The BeWell Pet Club™ is a membership service for which clients pay a monthly fee that covers their veterinary expenses. The concept is basically the same as joining health clubs or paying cell phone bills, Netflix and other subscription services. In fact, the club's tagline is “Subscribe to your pet's health.”

By paying monthly, the pet owner can budget for a higher level of pet care. This is the trend of the American consumer,

buying everything from software to maintenance on heating and air conditioning systems.

With a subscription, clients don't have to worry about facing a big bill all at once for exams, vaccines, medications, preventives and so on. The subscription has already covered those expenses and encourages clients to access timely care for their pets.

The subscription helps build trust between the client and clinic. When the veterinarian recommends, say, a dental cleaning, the client feels secure that it's not an upsale.

It also ensures that pets stay up to date on vaccines and get examined regularly. The clinic benefits by having a steady income it can count on for budgetary purposes.

The BeWell Pet Club™ is a win-win-win approach. It makes sure pets get the best care. It helps the veterinarian realize the most revenue and profit. And clients can make health care decisions for their pets without financial constraints getting in the way. This allows clients to take the veterinarian's recommendation when something is wrong while helping

ease that tension between client and doctor.

The club is great for clinics' bottom line. On average, pet owners spend \$1,000 a year on their pets, including veterinary care, food and preventive-care products. Of that, clinics might see only \$200.

If pets' needs, such as vaccines and food, are taken care of at the clinic through a prepaid plan, owners will be less likely to shop around for other options – and that's money in the clinic's bank.

Join the club. The potential for financial growth is exponential. ■

For more information on the BeWell Pet Club™, look for the recorded webinar in the TVC member/owner section of the website.

RECURRING DIARRHEA?

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Webinar

All TVC webinars are live (mostly on the first Tuesday of the month) at 9:00 a.m. and 1:00 p.m. Central time. If you miss one, you can watch a recorded version a week later, but you will miss out on the incentive offered and the questions you can ask live.

Here is a preview of our upcoming webinars:

Tuesday Feb 23: Lyme disease, Boehringer Ingelheim and Idexx Testing, and Prevention, what are the risks and benefits?

Sign up for both webinars at www.tvc.coop/webinars

Join experts from Idexx and Boehringer Ingelheim and get your questions answered. TVC Best Practice member/owners will also be at this webinar to provide you their experience with this growing concern for our pets' best care.

Tuesday March 1: Flea and Tick

Disease, risk management and making the most profit. Are you ready to take advantage of getting the most profit for your clinic while making sure your patients are getting the best protection? TVC Best Practice members/owners will share how they capture the most revenue/profit with the best in marketing and products for their clients.

Promotions

Boehringer Ingelheim

Great Incentives + SMART MEDICINE

Get Amazon.com® gift cards* and helpful client education materials when you purchase Duramune Lyme® combination vaccines. Promotion valid January 16 through March 10, 2016.

To learn more about this special offer or for more information on DURAMUNE LYME, contact your BIVI sales representative or call 866-638-2226.

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Back – Order Alert!

Wedgewood Pharmacy may be able to compound preparations that are back-ordered by their manufacturers or otherwise unavailable so that your patients' treatment regimens are not interrupted.

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 Aminophylline 200mg Capsules
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 Miconazole Nitrate 0.1%/0.15%/1.51% Otic Suspension
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 Ketoprofen 100mg/ml Aqueous Injection Solution 100ml
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 Reserpine 0.25mg Peppermint Flavored
 Medi-Mint Tablets 100ct
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 Triamcinolone Acetonide 6mg/ml Injection S
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 Apple flavored Oral Paste

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quellin® is indicated for the relief of pain and inflammation associated with osteoarthritis and for the control of postoperative pain associated with soft tissue and orthopedic surgeries in dogs.



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Best Practice Full Coverage

**TVC Member/
Owner Patricia
Grinnell uses a
thorough combination
of screenings and
vaccinations to
combat Lyme
disease**

**For TVC Member/
Owner Patricia Grinnell, DVM,** location plays a huge part in why her practice, Aspetuck Animal Hospital in New Preston, Conn., puts an emphasis on testing for and vaccinating against Lyme disease.

“Since Lyme disease originated in Connecticut, it’s a huge problem up here,” Dr. Grinnell says. “Especially since we have an overwhelming deer population, which carry the ticks that carry the disease.”

Indeed, Aspetuck Animal Hospital is located in what could be considered the heart of tick country. Lyme disease, anaplasmosis, Rocky Mountain spotted fever, and ehrlichiosis are all diseases that animal hospitals in the region have to help pet owners guard against.

According to the recent figures from the Companion Animal Parasite Council, one out of six dogs tested positive for Lyme disease (17,509 cases out of 107,357) in Connecticut – 6.97 percent of all positive cases of Lyme in the United States are from the state.

Lyme disease is increasingly becoming a national concern. According to the CAPC, one out of 15 dogs in the United States tested positive for canine Lyme disease in its most recent figures. In Connecticut and the surrounding states, the percentages are much higher. New York accounts for more than 12 percent of the cases in the United States; Pennsylvania and Massachusetts almost 15 percent each.

In 2015, CAPC predicted a higher-than-usual threat of Lyme disease in areas where the disease is currently widespread, and that will most likely increase in 2016. Areas of particular concern included New England, the Upper Ohio River Valley, and the Pacific Northwest. Lyme disease also continues to be of concern in Minnesota and Wisconsin.

Following a plan

Dr. Grinnell says Aspetuck Animal Hospital uses a thorough screening process and vaccination plan to keep the incidence rate down among its customer base. First, new clients are screened for the disease using IDEXX's 4Dx Plus snap test, which can screen for six vector-borne diseases. This gives the animal hospital a good starting point for effectively screening animals that may have had lapses in vaccination, or lived in another area of the country where vaccinating against Lyme disease wasn't as important as it is in the New England region.

"And we retest annually as well to monitor the effectiveness of the vaccine and exposure to tick disease in the area," says Dr. Grinnell.

If an animal tests positive for Lyme, the animal hospital will send the results out to the lab for further testing. High levels of Lyme can be treated with antibiotics, Dr. Grinnell says.

Chances are, if an animal tests positive, it's because they hadn't been vaccinated. Lyme disease is largely preventable with vaccines. Dr. Grinnell says Boehringer Ingelheim's Duramune Lyme®



Patricia Grinnell, DVM

Chances are,
if an animal tests
positive, it's
because they hadn't
been vaccinated.
Lyme disease is
largely preventable
with vaccines.

vaccine is very effective against the disease. Studies by Boehringer Ingelheim have found it to be 92.2 percent effective in preventing Lyme disease, and it's even effective in Lyme-positive dogs.

Among cases Dr. Grinnell has seen, at least 95 percent of those that tested positive for Lyme disease had not received their Lyme vaccine ever, or were years overdue, she says. In her experience, "They're the ones with a high level of Lyme and have to be treated. The ones who are not vaccinated are the ones who tend to get sick." They're also the ones who are susceptible to the deadly form of Lyme disease.

Customer compliance

Dr. Grinnell says the overall awareness of Lyme disease in Connecticut has helped with compliance. "Almost every person you speak to either knows someone who has gotten Lyme disease or has themselves contracted Lyme disease," she says. "And so they are very aware of the

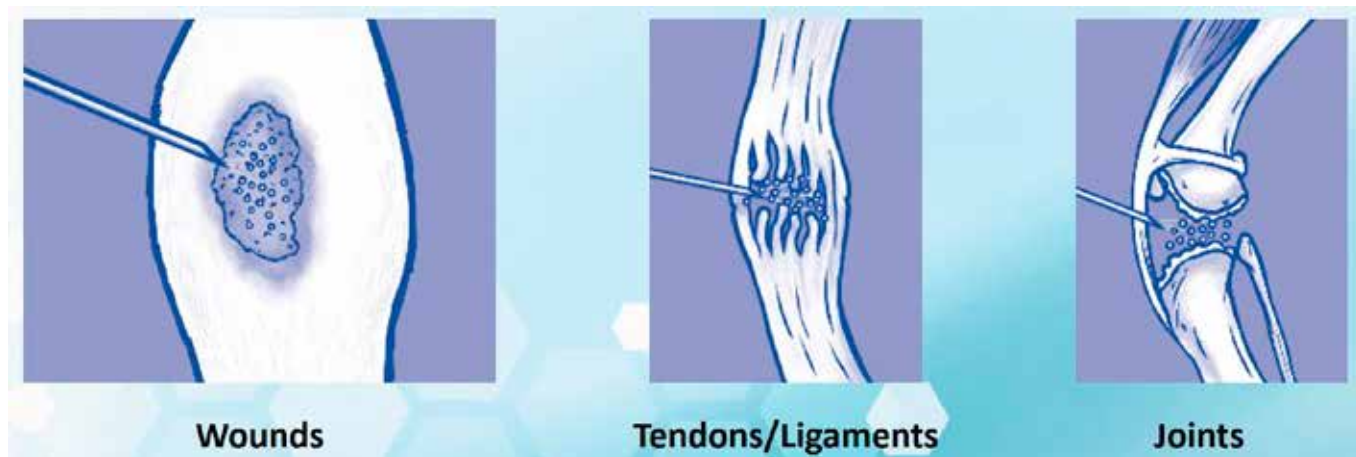
disease. They are aware it could be severely detrimental to humans so they are much more likely to vaccinate with their pets."

When it comes to vaccination rates and compliance in general, Aspetuck Animal Hospital has made it a practice of communicating early, and often, with customers.

"We're good about reminders," Dr. Grinnell says. "We send out the routine reminders and then we follow up. And we take the time to educate our clients about why we are recommending these things."

Handling client education the right way is key for successful animal hospitals. "Client education is big," she says. "So if something comes up or if the pet owner is not sure, we will give them information on the treatment plan, tell them what we recommend, and have them go home and research and consider it. Then we will follow up with a phone call to see if they are interested, or if they have any more questions." ■

Dr. Grinnell will be a part of TVC's February webinar on Lyme disease. Please sign up and come ask questions of how to best care for animals in areas at risk for tick-borne diseases."



V-PET™ - Veterinary Platelet Enhancement Therapy system (canine and equine uses)

The principle of platelet therapy is to accelerate lagging internal healing processes by amplifying the biological signals that would naturally occur when platelets aggregate at a site of injury. By concentrating platelets and releasing more of those growth factors than would naturally occur – the intended effect is to attract stem cells and stimulate local tissue repair processes.



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Compliant Conversations

Tips on how to navigate customer conversations

By Pam Foster

Recent studies on consumer

behavior have shown that clients still don't understand the value of veterinary care, so they're not booking appointments or seeing their vets for exams. To directly quote a recent Bayer Veterinary Care Usage Study: "Many owners don't understand how often the pet should have exams, why, and what the benefits are to pet and owner." This is supported by the top responses to, "I Would Take My Dog to the Vet More Often If..."

- I knew I could prevent problems and expensive treatment later.
- I was convinced it would help my pet live longer.
- I really believed my pet needed exams more often.

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On February 23, 2016, The Veterinary Cooperative (TVC) will present an exclusive live webinar presented by **Charity Gottfredsen, DVM, MS**, and **Tangela M. Williams-Hill, DVM**, that will cover the following topics:

- The epidemiology, prevalence, and pathology of Lyme disease
- The tick life cycle
- Lyme disease diagnostics
- Tick prevention
- Protecting patients with DURAMUNE LYME

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Attendees will be entered automatically to win a subscription to VetFolio or a copy of *Blackwell's Five-Minute Clinic Veterinary Consult*, 4th ed.



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Why is it that pet owners still don't understand or believe that veterinarians can help prevent expensive health problems and help pets live longer? How can practices do a better job of educating clients and getting more buy-in on preventatives, screening tests and wellness procedures?

Reality check

Let's start by agreeing on two assumptions.

First, pet owners flock to the Internet because they're eager to find clear guidance on how to keep their pets healthy and happy. They're looking for answers on what to do. On any given day, millions of pet parents search online for help in choosing the best pet food, preventing or treating diseases, and so on. The Google numbers prove it.

Second, veterinary teams could be the trusted, clear resource of that information ... but they're missing the boat with their marketing messages and in-person client conversations. In many cases, the gap can be fixed with clear and

confident communications. And that's where you can help. To pick up a phrase by author and speaker Pat Malone, "Say This, Not That" for much better communication results.

Be clear: Use plain English instead of medical jargon. ("Hidden condition" vs. "underlying condition.")

Be confident: The client is seeking professional guidance. Provide it from a position of confidence.

Be beneficial: Be sure to give a simple reason why the recommendation will benefit the pet.

Using Max the dog as the patient, here are some examples on how to guide practices through the "Say This, Not That" style of clear, confident, and beneficial communications – potentially leading to more success with acceptance and compliance. ■

Topic	Say This	Not That
Peanesthetic Testing	"For this procedure, we run these diagnostics tests to make sure Max doesn't have hidden conditions that could put him at risk."	"We offer preanesthetic testing if you'd like to do that as well."
Preventatives	"This is a particularly nasty flea-tick season, so let's protect Max with this 3-in-1 preventative. Plus, it sure beats having to face a dangerous infection and expensive treatment."	"Just let us know when you need a refill of Max's preventatives."
Pain Management	"Dogs can't tell us when they're in pain, and you don't want Max to suffer. You'll want to give him ALL the medication as prescribed."	"Here is Max's pain medications. Let us know if you have any questions."
Prescription Diet	"At this age [condition], Max will feel much better on this prescription diet designed specifically to improve symptoms and maintain health."	"Would you like to try a new diet for Max?"
Annual Screening	"I'm sure your dog day care requires Max to have an annual fecal test and other parasitic disease screenings."	"It's time for Max's fecal exam." (The pet owner doesn't know why.)
Senior Wellness	"If this were my pet, I'd do a complete senior panel for a baseline. Then we can catch changes or problems early as Max ages."	"Pets can get diseases as they age... let's keep an eye on Max."
Dental	"Dental disease shows up in many pets starting at age three... so for Max, let's schedule a complete dental cleaning to keep his teeth and gums in tip-top shape."	"Sometime we should consider scheduling a dental cleaning for Max."



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AVMA CEO Dr. Ron DeHaven to retire

AVMA announced that its CEO, Dr. Ron DeHaven, will retire this summer. While a specific retirement date has not been set, DeHaven will most likely remain at the AVMA's helm until shortly after the association's annual convention, which this year is being held August 5-9 in San Antonio, Texas. His departure date may be adjusted if a new chief executive is identified and begins employment sooner. DeHaven came to the AVMA after more than two decades of service with the U.S. Department of Agriculture's Animal and Plant Health Inspection Service. He has guided the AVMA through periods of growth in both membership and influence. The association now has more than 88,000 members, and its advocacy efforts on behalf of the profession continue to help elevate veterinarians and their interests to a new level of national and international prominence.

Study: Ticks carrying Lyme disease live in almost half of U.S. counties

Ticks that can spread Lyme disease now live in almost half of U.S. counties, according to a new study from the Centers for Disease Control and Prevention highlighted by the New York Post. Varieties of the blacklegged tick that may carry bacteria responsible for Lyme disease are present in 45 percent of counties nationwide, compared with just 30 percent in 1998, researchers found. "It's important for people to be aware that there may be ticks in areas where they haven't seen them previously so that they can take steps to help protect themselves and their families," lead study author Rebecca Eisen, a research biologist at the CDC, said by email. Since the late 1990s, the number of reported Lyme disease cases in the U.S. has more than tripled, Eisen and colleagues report in the *Journal of Medical Entomology*.

Report: U.S. veterinary care prices rose in 2015

Medical and wellness care prices spiked in the first half of 2015, reversing six years of flat to negative growth in the U.S. veterinary market, according to a new report from Nationwide pet health insurance and highlighted by Veterinary Practice News. The analysis, released in January at the North American Veterinary Community conference, showed that even with the annualized 5.1 percent jump, prices rose by only 0.1 percent overall from 2009 to mid-2015. A previous report had found a 1 percent decline through 2013. The numbers contrast with those of the U.S. Consumer Price Index, which revealed a 15 percent rise in veterinary prices through 2013 and an annualized 2.7 percent increase in the first half of 2015..

Uber delivers puppies available for adoption from local shelter in promotion

According to Fortune, ride-hailing startup Uber let the dogs out in a delivery promotion that brought puppies for in-home cuddle sessions. Uber worked with Discovery Communications' Animal Planet and local shelters across several cities including New York and Chicago to deliver puppies to users' doorsteps. For a \$30 "puppy playtime" fee, a puppy and its coaches will visit the home or business of the person who clicks on the "PUPPIES" option on the Uber app. Uber was running the promotion between across seven cities. In most of the cities, the puppies are also available for adoption. leading the company's European business IPO and was responsible for its entry into Russia.

Non-steroidal anti-inflammatory drug
For oral use in dogs only

BRIEF SUMMARY:

Before using quellin soft chewable tablets, please consult the product insert, a summary of which follows:

CAUTION: Federal Law restricts this drug to use by or on the order of a licensed veterinarian.

PRODUCT DESCRIPTION: quellin (carprofen) is a non-steroidal anti-inflammatory drug (NSAID) of the propionic acid class that includes ibuprofen, naproxen, and ketoprofen.

INDICATIONS: quellin is indicated for the relief of pain and inflammation associated with osteoarthritis and for the control of postoperative pain associated with soft tissue and orthopedic surgeries in dogs.

CONTRAINDICATIONS: quellin should not be used in dogs exhibiting previous hypersensitivity to carprofen.

WARNINGS: Keep out of reach of children. Not for human use. Consult a physician in cases of accidental ingestion by humans. **For use in dogs only.** Do not use in cats. All dogs should undergo a thorough history and physical examination before initiation of NSAID therapy. Appropriate laboratory tests to establish hematological and serum biochemical baseline data prior to, and periodically during, administration of any NSAID should be considered.

PRECAUTIONS: As a class, NSAIDs may be associated with gastrointestinal, renal and hepatic toxicity. Effects may result from decreased prostaglandin production and inhibition of the enzyme cyclooxygenase which is responsible for the formation of prostaglandins from arachidonic acid. When NSAIDs inhibit prostaglandins that cause inflammation they may also inhibit those prostaglandins which maintain normal homeostatic function. These antiprostaglandin effects may result in clinically significant disease in patients with underlying or pre-existing disease more often than in healthy patients. Carprofen is an NSAID, and as with others in that class, adverse reactions may occur with its use. The most frequently reported effects have been gastrointestinal signs. Events involving suspected renal, hematologic, and neurologic, dermatologic, and hepatic effects have also been reported. Concomitant use of carprofen with other anti-inflammatory drugs, such as other NSAIDs or corticosteroids, should be avoided because of the potential increase of adverse reactions, including gastrointestinal ulcerations and/or perforations. Carprofen is not recommended for use in dogs with bleeding disorders, as safety has not been established in dogs with these disorders. The safe use of carprofen in animals less than 6 weeks of age, pregnant dogs, dogs used for breeding purposes, or in lactating bitches has not been established.

ADVERSE REACTIONS:

During investigational studies for the caplet formulation with twice-daily administration of 1 mg/lb., no clinically significant adverse reactions were reported. Some clinical signs were observed during field studies which were similar for carprofen caplet and placebo treated dogs. Incidences were observed in both groups: vomiting (4%), diarrhea (4%), changes in appetite (3%), lethargy (1.4%), behavioral changes (1%), and constipation (0.3%).

For a copy of the Material Safety Data Sheet (MSDS) or to report adverse reactions call Bayer Veterinary Services at 1-800-422-9874. For consumer questions call 1-800-255-6826.

ANADA 200-555 Approved by FDA

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March 2015

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